

## USER ORIENTATION FOR ACADEMIC LIBRARY IN DIGITAL ERA

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### ABSTRACT

This is an era of information and communication technology. The library users can access almost all their requirement from internet. But they don't know how to access information from internet. Even if they know the accessing methods, they don't know the websites and other details. So, Librarian should obtain the knowledge about the internet and websites and so on. If the librarians familiar with access methods and tools from web is easy to conduct orientation. The important ideology of this paper is to discuss the essentials of user orientation, importance to conduct the orientation, users need and to inform the new resources. Generally, Librarians may follow different techniques to conduct user orientation. Orientation in academic library is very important and it supports to create the awareness among the library users about the library resources.

**KEYWORDS:** Library Resources, User Education

### INTRODUCTION

#### Objectives

- To discuss the understanding of user education by the library professionals.
- To discuss the interest of library professionals for conduct orientation programme.
- To discuss the difficulties faced by the library professionals during the user education.
- To discuss the type of library users.

#### Introduction

The user education in academic library is not only introducing the library resources and also to create the importance of the available resources in library and services provide from library, working hours and what are the resources will be purchased for future requirement and so on. Generally the responsibility of academic library professional is to ensure that the maximum use of library resources and services.

#### Definition

According to Shahi "It is a process of activities involved in making the users of the library conscious about tremendous value of information in day to day life to develop interest among the users to seek information as and when they requires".

Fleming (1990) stated that "as various programmes of instruction, education and exploration provided by libraries to users to enable them to make more effective, efficient and independent use of information sources and services to which these libraries provide access".

Gorman, (2006) states that, Libraries are concerned primarily with the messages that constitute the human record and only secondarily with the medium by means of which messages are transmitted. Library is a part of the general context of the societal institutions that promote education, research, learning, social cohesion, and the higher aspirations of humankind.

## **USER EDUCATION METHODS**

User education is stand alone system to increase the user strength and maximize the use of library resources. So, the library professionals are able to analyze which method is suitable and more effectively for the working institution. There are different methods are used to conduct orientation i. e Advertising method, Lecture method, conduct workshop ,brochure, demonstration, conduct book fair, display new arrivals, display notice board and so on.

### **User Education-Need**

The drastic growth of information sources and the user requirement may lead the library professionals to conduct the orientation. Some decades ago the libraries possessed only print resources. But after the development of Internet and communication technology the publishers as well as authors are comfort to publish their work and reach the users within the short span of time. There are plenty of e-resources are available for the faculty, students and scholars for their requirement. And the academic library users are fully aware of the on line resources. In these circumstances the library professionals should update their knowledge in all the on line resources and its searching methodologies. That is only way to conduct the orientation successfully in the library.

### **Type of Users**

Generally the Libraries are user centered. So, the library resources are fulfilling the users' requirement and staff of library should provide the service to the utmost satisfaction of users. In this aspect library staff may understand and find the requirement of users need. There are different types of users visit the library for their requirement. The users are categorized by their utilization of library resources i.e General readers, Subject readers, and Special readers. Apart from these categories, the users are further classified into i.e potential user, the expected user, actual user and the beneficiary user.

### **Psychological Approach**

The library users are different types based on their psychology.i.e. Some of the users are in superiority complex; some of the users are in inferiority complex and so on. So, the library professionals should identify the users' attitude and give the orientation. That approach also gives the more result for providing orientation and also attracting more readers.

### **User Education -Library Services**

The orientation is not only introducing the resources, but also rendering library services to the users in the academic library. Different types of services such as display new arrivals, CAS, notice board display and other related services are provided by the library professionals to the users. The entire user may know that what are all the services are providing in the library, it supports to utilize the library properly by the users.

### **User Education -Basic Information about Library**

There is some basic information about the library should be displayed or informed properly to the users.

For eg. Library working hour, circulation timings, display list of available resources such as periodical, books and online resources, display the brochures such as conference and seminars, mail alert service, SMS alerts, book reservations and so on.

### **User Education – Library Resources**

The various types and of library resources are available in print and electronic format which are maintained in academic library. To create the familiarity among the users about the available resources is essential for attaining the goal of library. Because some institutions are subscribed electronic resources for library. In addition to that, a lot of open access or free access resources are available in internet. So, the library professionals may update their skill about open sources. This kind of details also include during the orientation.

The purpose of the library resources is to meet the users need. So, the responsibility of library staff is to introduce the library resources and facilities to the users. All the investment and collected resources are unable to use if it is not introduced to the users. So the User education is only way to create the awareness about the resources among the users.

### **Academic Libraries in E -Environment**

In some of three decades ago academic libraries obtained plenty of resources in the print format. With the advent of internet and communication technology influences the library resources. In this electronic environment all the library resources such as books, journals, magazine and similar items are available in the electronic format. It attracts more readers and also creates the research attitude among the students, scholars and faculty. Electronic environment provides an opportunity to the users to retrieve information from worldwide with the short time. It purely depends upon the searching skill of the user and the knowledge about the publication details. Library professionals ought to update their accessing skills in e-resources. This kind of knowledge is directing the users in a right way. It also saves the time of user and library staff.

## **CONCLUSIONS**

The academic libraries have variety of resources to fulfill the user's requirement and also motivate the users. The vast development of ICT also influences the resources and presents the resources in electronic format. In this circumstances library staff may update their knowledge about publication and search methods from internet are very essential. The library professionals periodically conduct orientation in libraries, in addition to that it establish strength of Library.

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